

## CONTRACT



WITI  
9001 North Green Bay Road  
Milwaukee, WI 53209-1297  
(414)355-6666

Contract / Revision 578413 /		Alt Order # 09828787
Product OBAMA FOR AMERICA-A		
Contract Dates 09/27/12 - 10/03/12		Estimate # 1867
Advertiser Obama/D/President		Original Date / Revision 09/26/12 / 09/26/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WITI	Account Executive Trevor Heaton	Sales Office Washington DC
Special Handling		
Demographic Adults 35+		
IDB# 8020	Advertiser Code 95	Product Code 101
Agency Ref		Advertiser Ref

And:

GMMB/Greer Margolis Mitchell & Burns  
1010 Wisconsin Avenue  
Suite 800  
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	6	09/27/12	10/03/12	M-F 430-5a	430-5a		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/27/12	10/03/12	MTWTF--				2	\$100.00			
N 2	6	09/27/12	10/03/12	M-F 5a-530a	5a-530a		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/27/12	10/03/12	MTWTF--				1	\$550.00			
N 3	6	09/27/12	10/03/12	M-F 530a-6a	530a-6a		:30			NM	2	\$1,470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/27/12	10/03/12	MTWTF--				2	\$735.00			
N 4	6	09/27/12	10/03/12	M-F 6a-7a	6a-7a		:30			NM	2	\$1,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/27/12	10/03/12	MTWTF--				2	\$585.00			
N 5	6	09/27/12	10/03/12	M-F 6a-7a	6a-7a		:30			NM	1	\$585.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/27/12	10/03/12	MTWTF--				1	\$585.00			
N 6	6	09/27/12	10/03/12	M-F 7a-8a	7a-8a		:30			NM	1	\$635.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/27/12	10/03/12	MTWTF--				1	\$635.00			
N 7	6	09/27/12	10/03/12	M-F 7a-8a	7a-8a		:30			NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/27/12	10/03/12	MTWTF--				2	\$1,100.00			
N 8	6	09/27/12	10/03/12	M-F 8a-9a	8a-9a		:30			NM	2	\$1,130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/27/12	10/03/12	MTWTF--				2	\$565.00			
N 9	6	09/27/12	10/03/12	M-F 8a-9a	8a-9a		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/27/12	10/03/12	MTWTF--				1	\$900.00			
N 10	6	09/27/12	10/03/12	M-F 9a-10a	9a-10a		:30			NM	2	\$670.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/27/12	10/03/12	MTWTF--				2	\$335.00			
N 11	6	09/27/12	10/03/12	M-F 9a-10a	9a-10a		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/27/12	10/03/12	MTWTF--				1	\$550.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u> 578413 /		<u>Alt Order #</u> 09828787
<u>Contract Dates</u> 09/27/12 - 10/03/12	<u>Product</u> OBAMA FOR AMERICA	<u>Estimate #</u> 1867
<u>Advertiser</u> Obama/D/President		<u>Original Date / Revision</u> 09/26/12 / 09/26/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals Spots Amount	
N 12	6	09/29/12	09/29/12	Sa 7a-8a	7a-8a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/24/12	09/30/12	-----S-				1	\$300.00			
N 13	6	09/30/12	09/30/12	Su 7a-8a	7a-8a		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/24/12	09/30/12	-----S				1	\$325.00			
N 14	6	09/30/12	09/30/12	FOX News Sunday	9a-10a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/24/12	09/30/12	-----S				1	\$300.00			
N 15	6	09/30/12	09/30/12	Su 10a-11a	10a-11a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/24/12	09/30/12	-----S				1	\$300.00			
N 16	6	09/27/12	10/03/12	M-F 10-11a	10-11a		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/27/12	10/03/12	MTWTF--				2	\$200.00			
N 17	6	09/27/12	10/03/12	M-F 11a-1130a FOX 6	11a-1130a		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/27/12	10/03/12	MTWTF--				2	\$300.00			
N 18	6	09/27/12	10/03/12	M-F 1130a-12p FOX 6	1130a-12p		:30			NM	2	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/27/12	10/03/12	MTWTF--				2	\$315.00			
N 19	6	09/27/12	10/03/12	M-F 1p-2p	1p-2p		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/27/12	10/03/12	MTWTF--				2	\$250.00			
N 20	6	09/27/12	10/03/12	M-F 330p-4p	330p-4p		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/27/12	10/03/12	MTWTF--				2	\$200.00			
N 21	6	09/27/12	10/03/12	M-F 4p-430p	4p-430p		:30			NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/27/12	10/03/12	MTWTF--				1	\$315.00			
N 22	6	09/27/12	10/03/12	M-F 430p-5p	430p-5p		:30			NM	1	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/27/12	10/03/12	MTWTF--				1	\$385.00			
N 23	6	09/27/12	10/03/12	M-F 5p-530p	5p-530p		:30			NM	3	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/27/12	10/03/12	MTWTF--				3	\$825.00			
N 24	6	09/27/12	10/03/12	M-F 530p-6p	530p-6p		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/27/12	10/03/12	MTWTF--				2	\$800.00			
N 25	6	09/27/12	10/03/12	M-F 6p-630p	6p-630p		:30			NM	4	\$3,460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/27/12	10/03/12	MTWTF--				4	\$865.00			
N 28	6	09/27/12	10/03/12	M-F 9-930p	9p-930p		:30			NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/27/12	10/03/12	MTWTF--				1	\$1,400.00			
N 29	6	09/27/12	10/03/12	M-F 930-10p	930p-10p		:30			NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/27/12	10/03/12	MTWTF--				1	\$1,350.00			
N 30	6	09/27/12	10/03/12	M-F 10p-1035p	10p-1035p		:30			NM	1	\$1,700.00

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<u>Advertiser</u> Obama/D/President		<u>Original Date / Revision</u> 09/26/12 / 09/26/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/27/12	10/03/12	MTWTF--				1	\$1,700.00			
N 31	6	09/29/12	09/29/12	Sa 930p-10p	930p-10p		:30			NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$1,050.00			
N 32	6	09/30/12	09/30/12	Su 9p-930p	9p-930p		:30			NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S				1	\$1,700.00			
N 33	6	09/30/12	09/30/12	Su 930p-10p	930p-10p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S				1	\$1,500.00			
N 34	6	09/30/12	09/30/12	Fox 6 Blitz	1035p-1105p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S				1	\$1,000.00			
N 35	6	09/27/12	10/03/12	M-F 1035p-1105p	1035p-1105p		:30			NM	2	\$1,370.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/27/12	10/03/12	MTWTF--				2	\$685.00			
N 36	6	09/27/12	10/03/12	M-F 1105p-1135p	1105p-1135p		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/27/12	10/03/12	MTWTF--				2	\$350.00			
N 37	6	10/01/12	10/01/12	FOX Prime Monday 7-8	7p-8p		:30			NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	M-----				1	\$2,250.00			
N 38	6	10/03/12	10/03/12	FOX Prime Wednesday	7p-8p		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	--W----				1	\$3,500.00			
N 39	6	09/27/12	09/27/12	X Factor Thursday	7p-9p		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---T---				1	\$4,000.00			
N 40	6	09/30/12	09/30/12	GB Packers Football	various		:30			NM	1	\$27,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S				1	\$27,000.00			
N 42	6	09/27/12	10/03/12	M-F 5p-530p	5p-530p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/27/12	10/03/12	MTWTF--				1	\$500.00			
N 43	6	09/27/12	10/03/12	M-F 530p-6p	530p-6p		:30			NM	1	\$485.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/27/12	10/03/12	MTWTF--				1	\$485.00			
N 44	6	09/27/12	10/03/12	M-F 9-930p	9p-930p		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/27/12	10/03/12	MTWTF--				1	\$2,000.00			
N 45	6	09/27/12	10/03/12	M-F 930-10p	930p-10p		:30			NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/27/12	10/03/12	MTWTF--				1	\$1,900.00			
N 46	6	09/27/12	10/03/12	M-F 10p-1035p	10p-1035p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/27/12	10/03/12	MTWTF--				1	\$1,200.00			
N 47	6	09/29/12	09/29/12	College Football on	various		:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$1,800.00			

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Contract / Revision	Alt Order #
578413 /	09828787

Contract Dates	Product	Estimate #
09/27/12 - 10/03/12	OBAMA FOR AMERICA	1867

Advertiser	Original Date / Revision
Obama/D/President	09/26/12 / 09/26/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 48	6	09/29/12	09/29/12	MLB on FOX	various		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S-				2	\$750.00			
N 49	6	09/27/12	10/03/12	M-F 4p-430p	4p-430p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/27/12	10/03/12	MTWTF--				1	\$500.00			
N 50	6	09/27/12	10/03/12	M-F 430p-5p	430p-5p		:30			NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/27/12	10/03/12	MTWTF--				1	\$575.00			
<b>Totals</b>											<b>67</b>	<b>\$81,030.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	25	\$48,070.00	\$40,859.50
10/01/12 - 10/03/12	42	\$32,960.00	\$28,016.00
<b>Totals</b>	<b>67</b>	<b>\$81,030.00</b>	<b>\$68,875.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

**Date:**

I, Daniel Jester

being/on behalf of: Barack Obama, a legally

qualified candidate of the Democratic political

party for the office of: President of the United States

in the Primary & General

election to be held on: Various dates

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS ORDERED				

**Total Charges:**

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, James A. Messina  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

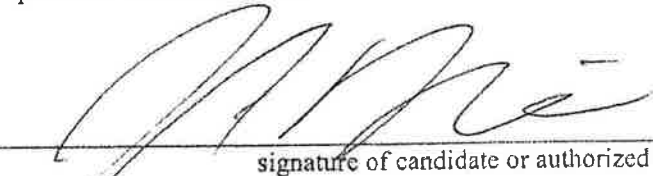
☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

x   
signature of candidate or authorized committee

James A. Messina  
printed name

1/18/2012  
date

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

Clean / Renewable Energy  
Economy

I represent that the payment for the above described broadcast time has been furnished by:

OFA - Obama for America

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Martin Nesbitt

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**



1/18/2012  
Date

Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title



2012

Check Date: 09/26/2012		Vendor: 0001013486 WITI-TV		Check No. 113591	
Project Name: Obama for America 2012 Media		Flight Dates: 9/27/2012 thru 10/3/2012			
Invoice Number	Invoice Date	Voucher ID	Gross Amount	Discount Taken	Paid Amount
0019373509271003	09/26/2012	00193735	158,814.00	0.00	158,814.00
Totals			\$158,814.00	\$0.00	\$158,814.00

M  
T. HEATON

	Washington Harbour 3050 K Street, NW, Suite 100 Washington, DC 20007 202.338.3700	JPMORGAN CHASE BANK, N.A. Syracuse, NY 50-937/213	113591
	Date: 09/26/2012		Pay Amount: \$158,814.00***
Pay *****ONE HUNDRED FIFTY-EIGHT THOUSAND EIGHT HUNDRED FOURTEEN AND XX / 100 DOLLAR*****			
To The Order Of	WITI-TV 9001 North Green Bay Road Milwaukee, WI 53209	 Authorized Signature	

113591 0001013486 00193735 158814.00

TOTAL P.01